

TACTICALITY WORKWEAR

Great Falls Regional Success Story



“Without the **help of the SBDC** my business would still just be a dream. My family and I will forever be **grateful.**”

-John Chapman,
Owner/Operator

PROBLEM

John and Lisa Chapman knew active duty military, police and recreational enthusiasts like to touch and feel tactical gear before buying to be sure it fits. With Malmstrom AFB and the Guard in Great Falls, the lack of local retail options meant lost revenue for the regional economy. The couple needed help to start their new workwear business.

SOLUTION

John and Lisa participated in Boots to Business to begin planning, as Lisa is active military. They worked on refining their idea using business and strategic planning, financial projections, and loan packaging assistance with SBDC Regional Director Jason Nitschke. They continue to rely on the SBDC for marketing assistance and entrepreneurial development as they grow.

IMPACT

The Chapmans received \$91k in financing the total project, including equity. They have also created one job. Their business fills a niche in the retail market throughout the state, as the nearest tactical gear stores are in Missoula and Billings. They have also filled a retail space on 10th Avenue South that has been vacant for a number of years.

“For two years John and Lisa **educated themselves, asked questions, and made decisions** that best fit their vision, ultimately getting their vision financed.” -Jason Nitschke, Great Falls Regional Director



sbdc.mt.gov
facebook.com/montanasbdc
twitter.com/mtsbdc

SMALL BUSINESS DEVELOPMENT CENTER NETWORK
HELENA, MT | 406-841-2747 | MTSBDC@MT.GOV

The Great Falls Regional Center is hosted by Great Falls Development Authority under a cooperative agreement with the SBA and Montana Department of Commerce.